



## ERA® Broker Commitment to Service “A Guarantee of Excellence”

FOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

I agree, with the cooperation of \_\_\_\_\_ (company name)  
to perform the following services to market your home:

- 1. Provide a comparative market analysis** of your home based on similar sales and competing properties to establish the initial market value of your property.
- 2. Prepare a good-faith estimate** of anticipated expenses, reflecting the estimated proceeds you could receive based on your asking or agreed upon price.
- 3. Work together to develop** and agree with you on a customized **marketing plan** to help sell your home.
- 4. Provide you with exposure of your property listing** with at least \_\_\_\_\_ photo(s) through **ERA.com** and other local Web sites available to me within \_\_\_\_\_ business day(s).  
(# of photos) (time frame)
- 5. Contact you** \_\_\_\_\_ to discuss the selling progress of your home and include feedback from sales associates showing the property. I will return any messages within \_\_\_\_\_ of your initial contact and would be happy to provide you progress reports \_\_\_\_\_.  
(frequency of contacts) (set time frame for return contact) (frequency of progress reports)

You may reach me at:

\_\_\_\_\_ (phone) \_\_\_\_\_ (fax) \_\_\_\_\_ (e-mail)

- 6. Review your competitive marketing strategy** every \_\_\_\_\_ days based on the ongoing activity within the market.  
(time frame)
- 7. Offer a financing pre-approval service** to prospective buyers, and to you when you're ready to buy, thus offering peace of mind regarding the financing process. ERA Mortgage is available to provide this service.
- 8. Offer an ERA Home Protection Plan\*\*** to enhance the marketability of your home, and offer a Seller Protection Plan (SPP) that can help protect your home from unexpected repair bills during the time your home is marketed – all at no cost to you.\*\*
- 9. Assist with your new home buying needs** or provide you with a qualified sales associate through our National Referral Network to help you in finding a home in your next community.

**COMMITMENT TO SERVICE.** If ERA® Broker fails to perform all the services in this COMMITMENT, you may terminate – as the sole remedy for that failure – the Exclusive Listing Agreement covered by this COMMITMENT as long as you give the parties listed below written notice of your intent to terminate, citing the specific breach of the COMMITMENT. ERA® Broker will have 10 days to cure the breach. If the breach is not cured in 10 days, the Listing Agreement shall terminate, and ERA® Broker will unconditionally release you from the terms of the Listing Agreement. This COMMITMENT applies only in connection with an exclusive listing agreement for at least \_\_\_\_\_ days to sell your home. If any terms or conditions are prohibited by law, they shall be considered deleted from this COMMITMENT.  
(# of days)

**THIS COMMITMENT** is given by the ERA® BROKER and sales associate indicated below and is not a commitment from ERA FRANCHISE SYSTEMS, INC. Each ERA® office is independently owned and operated and may not enter into contracts on behalf of ERA FRANCHISE SYSTEMS, INC.

_____	Owner	_____	Date
_____	Owner	_____	Date
_____	Sales Associate	_____	Date
_____	ERA® Broker	_____	Date

\* See plan terms and conditions for complete details, exclusions and limitations. ©2006 ERA Franchise Systems, Inc. ®, ™ and SM licensed trademarks to ERA Franchise Systems, Inc. An Equal Opportunity Company. Equal Housing Opportunity. Each ERA® Office Independently Owned and Operated. This program is available through participating ERA offices and does not require the listing or purchase of real estate through an ERA office as a condition of participation. This promotion is void where prohibited. A consumer purchase of a Realogy Corporation, provide any product or service in connection with the ERA Select Services® Programs. Not all products or services are available in all states. \*\*CA, FL, and TX charge for seller coverage. #82-2580-00 9/06



## ERA® Service Availability Worksheet “A Guarantee of Excellence”

FOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

Service, Product or Program	ERA	#2:	#3:	#4:
How long in business?	32 Years Most Sr. Firm			
Locally owned?	Yes Same Owner			
Number of offices?	3 Strategically Located			
Franchise affiliated?	ERA			
Provide a Comparative Market Analysis?	Yes			
Offer financing pre-approval service?	ERA Mortgage			
Attention to legal details & successful closing?	Yes			
Home staging assistance?	Yes			
Dynamic local marketing exposure; including: Professional yard sign? MLS? Lock box? Community service? Realtor member? Newspaper? Homes magazine?	Yes Yes Yes Outstanding Yes Yes Yes			
Associate web site?	Yes			
Total # of web sites?	40 +			
Minimum number of photos for maximum web exposure?	9 +			
Audio web feature personalized for each property?	Yes			
Response time to web inquiry - Direct Access powered by Leadrouter (have demonstrate)?	Less than 2 Minutes			
Property information available through text messaging?	TXTERA			
Response time to text inquiry (have demonstrate)?	Less than 2 Minutes			
Affiliated with CARTUS & USAA, industry leader in 3rd party relocation & only fully integrated financial services company in America, respectively?	Yes, Local Primary Broker			
Select consumer services for home buyers and sellers?	Yes			
Home Protection Plan: Buyer? Seller?	Yes Yes			
Sale-ability Rating?	Yes			
Gold Star Property Marketing Program	Yes			
Written Commitment to Service?	Yes			



# ERA<sup>®</sup>'s Critical Role in Transaction "A Guarantee of Excellence"

FOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

ERA Neubauer Real Estate is building relationships. It's the principle that shapes every decision we make, every action we take and defines our company culture. We're committed to meeting the needs of our clients and sales associates, and living up to our philosophy, "Always There For You<sup>®</sup>." We are dedicated to customer service - and, ultimately, to customer satisfaction.

Our sales associates know they'll have the best tools and training to accomplish any job. They are professionally prepared to handle any of the 200 actions, research steps, procedures, processes and review stages in a successful residential real estate transaction that are typically provided by our full service real estate brokerage. Depending on the transaction some may take minutes, hours or even days to complete, while some may not be needed.

Our customers can have total confidence that they are dealing with a consummate professional, demonstrating the highest level of service and integrity.

## Pre-Appointment Activities

1. Make appointment with seller for marketing presentation.
2. Send seller a written or e-mail confirmation of appointment and call to confirm.
3. Review pre-appointment questions.
4. Research all comparable properties currently for sale.
5. Research sales activity for past 12 months from MLS and public records databases.
6. Research "Average Days on Market" for this property of this type, price range and location.
7. Download and review property tax roll information.
8. Prepare "Comparable Market Analysis" (CMA) to assist in establishing fair market value.
9. Obtain copy of subdivision plat/complex lay-out.
10. Research property's ownership & deed type.
11. Research property's public record information for lot size & dimensions.
12. Research and verify legal description.
13. Research property's land use coding and deed restrictions.
14. Research property's current use and zoning.
15. Verify legal names of owner(s) in county's public property records.
16. Prepare marketing presentation package with above materials.
17. Perform exterior "Curb Appeal Assessment" of subject property.
18. Compile and assemble formal file on property.
19. Confirm current public schools and explain impact of schools on market value.
20. Review appointment checklist to ensure all steps and actions have been completed.

## Marketing Presentation Appointment

21. Give seller an overview of current market conditions and projections.
22. Review agent and company' credentials and accomplishments in the market.
23. Present company's profile and position or "niche" in the marketplace.
24. Present CMA results to Seller, including Comparables, Solds, Current Homes for Sales & Expireds.
25. Offer pricing strategy based on professional judgment and interpretation of current market conditions.
26. Complete "ERA Pricing Analysis Grid" with Seller.
27. Explain the importance of competitive financing and buyer's pre-approval - ERA Mortgage.
28. Explain the legal and closing aspects handled by agent.
29. Explain the importance of showing the property to its best advantage.
30. Discuss Goals with Seller to market property effectively.
31. Explain market power and benefits of Multiple Listing Service.
32. Explain means of exposing the property to local buyers.
33. Explain means of exposing the property to out-of-town buyers.
34. Explain market power of IDX, REALTOR.com and other websites.
35. Explain how seller benefits from broker's 3rd party relocation relationships.
36. Explain the benefit of a home protection plan for buyer and seller.
37. Explain the work the brokerage and agent do "behind the scenes" and

- agent's availability on weekends.
38. Explain agent's role in taking all calls to screen for qualified buyers and protect seller from curiosity seekers.
39. Present and discuss strategic master marketing plan.
40. Explain different agency relationships and determine seller's preference.
41. Review and explain all clauses in Marketing Contract & Addendum and obtain seller's signature.
42. Assist sellers with completion and submission of Home Owner Warranty Application.
43. When received, place Home Owner Warranty in property file for conveyance at time of sale.
44. Assist seller with completion of Seller's Disclosure form.
45. Execute "ERA Commitment to Service" reaffirming our promises to seller.

## Once Property is Under Marketing Agreement

46. Review current title information.
47. Measure overall and heated square footage.
48. Measure interior room sizes.
49. Take at least 9 interior and exterior pictures; including pertinent neighborhood points of interest.
50. Confirm lot size via owner's copy of certified survey, if available.
51. Note any and all unrecorded property lines, agreements, easements.
52. Obtain house plans, if applicable and available.
53. Review house plans and make copy.
54. Obtain plat map for retention in property's marketing file.
55. Prepare showing instructions for buyers' agents and agree on showing time window with seller.
56. Obtain current mortgage loan(s) information: companies and & loan account numbers.
57. Verify current loan information with lender(s).
58. Check assumability of loan(s) and any special requirements.
59. Discuss possible buyer financing alternatives and options with seller.
60. Review current appraisal if available.
61. Identify Home Owner Association manager if applicable.
62. Verify Home Owner Association Fees with manager - mandatory or optional and current annual fee.
63. Obtain copy of Homeowner Association bylaws, if applicable.
64. Research electricity availability and supplier's name and phone number.
65. Calculate average utility usage from last 12 months of bills.
66. Research and verify city sewer/septic tank system.
67. Water System: Calculate average water fees or rates from last 12 months of bills).
68. Well Water: Confirm well status, depth and output from Well Report.
69. Natural Gas: Research/verify availability and supplier's name and phone number.
70. Verify security system, current term of service and whether owned or leased.
71. Verify if seller has transferable Termite Bond.
72. Ascertain need for lead-based paint disclosure.
73. Prepare detailed list of property amenities and assess market impact.

74. Prepare detailed list of property's "Inclusions & Conveyances with Sale".
75. Compile list of completed repairs and maintenance items.
76. Send "Vacancy Checklist" to seller if property is vacant.
77. Have extra key made for lockbox.
78. \*Verify if property has rental units involved. And if so.
79. \*Make copies of all leases for retention in marketing file.
80. \*Verify all rents & deposits.
81. \*Inform tenants of home and discuss how showings will be handled.
82. Arrange for installation of yard sign.
83. "New Listing Checklist" Completed.
84. Review results of "ERA Gold Star Property" Curb Appeal Assessment with seller and provide suggestions to improve salability.
85. Review results of ERA Gold Start Property" Interior Décor Assessment and suggest changes to shorten time on market.
86. Enter property in Crest Edge.

### Entering Property in Multiple Listing Service Database

87. Prepare MLS Property Profile Sheet -- Agents is responsible for "quality control" and accuracy of data.
88. Enter property data from Profile Sheet into MLS Database.
89. Proofread MLS database information for accuracy - including proper placement in mapping function.
90. Add property to company's Active Properties For Sales list.
91. Provide seller with signed copies of Marketing Agreement and MLS Profile Sheet Data Entry Form within 24 hours.
92. Upload photos into MLS. Discuss efficacy of panoramic photography/virtual tours.

### Marketing The Property

93. Install special marketing riders, i.e. home warranty, TXTERA, on yard sign.
94. Upload photos into Crest Edge for publishing on web sites.
95. Create print and Internet ads with seller's input.
96. Coordinate showings with owners, tenants, and other Realtors®. Return all calls - weekends included.
97. Install electronic lock box if authorized by owner and program with agreed-upon showing time windows.
98. Prepare mailing and contact list.
99. Generate mail-merge letters to contact list.
100. Order "Just Listed" labels & reports.
101. Prepare flyers & feedback faxes.
102. Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability.
103. Prepare property marketing brochure for seller's review.
104. Arrange for printing or copying of supply of marketing brochures or fliers.
105. Email marketing brochures to company agents.
106. Upload property to company and agent Internet site, if applicable.
107. Record audio description for ERA.com.
108. Mail Out "Just Listed" notice to all neighborhood residents.
109. Advise Network Referral Program of property.
110. Provide marketing data to buyers coming through international relocation networks.
111. Provide marketing data to buyers coming from referral network.
112. Provide "Special Feature" cards for marketing, if applicable.
113. Submit ads to company's participating Internet real estate sites.
114. Price changes conveyed promptly to all Internet groups.
115. Reprint/supply brochures promptly as needed.
116. Loan information reviewed and updated in MLS as required.
117. Feedback e-mails/faxes sent to buyers' agents after showings.
118. Review bi-weekly market position.
119. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale.
120. Place regular update calls to seller to discuss marketing & pricing.
121. Promptly enter price changes in MLS database.

### The Offer and Contract

122. Receive and review all Offer to Purchase contracts submitted by buyers or buyer's agents.
123. Evaluate offer(s) and prepare a "net sheet" on each for the owner for comparison purposes.
124. Counsel seller on offers. Explain merits and weakness of each component of each offer.
125. Contact buyers' agents to review buyer's qualifications and discuss offer.
126. Fax or deliver Seller's Disclosure form to buyer's agent or buyer (upon request and prior to offer being made if possible).
127. Confirm buyer is pre-approved by calling Loan Officer.
128. Obtain pre-approval letter on buyer from Loan Officer.
129. Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date.
130. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent.
131. Convey copies of contract and all addendums to closing attorney or title company.
132. When an Offer to Purchase Contract is accepted and signed by seller, deliver signed offer to buyer's agent.
133. Record and promptly deposit buyer's earnest money in escrow account.
134. Disseminate "Under-Contract Showing Restrictions" seller requests.
135. Deliver copies of fully signed Offer to Purchase contract to seller.
136. Deliver copies of Offer to Purchase contract to Selling Agent.
137. Deliver copies of Offer to Purchase contract to lender.

138. Provide copies of signed Offer to Purchase contract for office file.
139. Advise seller in handling any additional offers to purchase that may be submitted between contract and closing.
140. Change status in MLS to "Sale Pending."
141. Update Crest Edge to show "Sale Pending."
142. Review buyer's credit report results -- Advise seller of worst and best case scenarios.
143. Provide credit report information to seller if property will be seller-financed.
144. Assist buyer with obtaining financing, if applicable and follow-up as necessary.
145. Coordinate with lender on Discount Points being locked in with dates.
146. Deliver unrecorded property information to buyer.
147. Verify termite inspection ordered.
148. Receive and review termite inspection report and assess any possible impact on sale.
149. Deliver termite inspection copies to lender, buyer and property file.
150. Verify mold inspection ordered, if required.
151. Receive and review mold inspection report and assess any possible impact on sale.
152. Deliver mold inspection copies buyer and property file.
153. Verify radon gas inspection ordered, if applicable.
154. Receive and review radon gas inspection report and assess any possible impact on sale.
155. Deliver radon gas inspection copies buyer and property file.
156. Verify septic system inspection ordered, if applicable.
157. Receive and review septic system report and assess any possible impact on sale.
158. Deliver copy of septic system inspection report lender & buyer.
159. Verify well inspection ordered, if applicable.
160. Receive and review well report and assess any possible impact on sale.
161. Deliver well report copies to lender & buyer and property file.

### Tracking the Loan Process

162. Confirm verifications of deposit & buyer's employment have been returned.
163. Follow loan processing through to the Underwriter.
164. Contact lender weekly to ensure processing is on track.
165. Relay final approval of buyer's loan application to seller.

### Home Inspection

166. Coordinate buyer's professional home inspection with seller.
167. Review home inspector's report.
168. Explain seller's responsibilities with respect to loan limits and interpret any clauses in the contract.
169. Ensure seller's compliance with Home Inspection Clause requirements.
170. Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs.
171. Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed.

### The Appraisal

172. Confirm scheduling of appraisal.
173. Provide comparable sales used in market pricing to appraiser.
174. Follow-up on appraisal.
175. Assist seller in questioning appraisal report if it seems too low.

### Closing Preparations and Duties

176. Contract is signed by all parties.
177. Coordinate closing process with buyer's agent and lender.
178. Update closing forms & files.
179. Ensure all parties have all forms and information needed to close the sale.
180. Select location where closing will be held.
181. Confirm closing date and time and notify all parties.
182. Assist in solving any title problems (boundary disputes, easements, etc) or in obtaining Death Certificates.
183. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing.
184. Research all tax, HOA, utility and other applicable prorations.
185. Request final closing figures from closing agent (attorney or title company).
186. Receive & carefully review closing figures to ensure accuracy of preparation.
187. Forward verified closing figures to buyer's agent.
188. Request copy of closing documents from closing agent.
189. Confirm buyer and buyer's agent have received title insurance commitment.
190. Provide "Home Owners Warranty" for availability at closing.
191. Reviews all closing documents carefully for errors.
192. Forward closing documents to absentee seller as requested.
193. Review documents with closing agent (attorney)
194. Provide earnest money deposit check from escrow account to closing agent.
195. Provide keys and closing package to closing agent for presentation to buyer.
196. Coordinate this closing with seller's next purchase and resolve any timing problems.
197. Have a "no surprises" closing and present seller a net proceeds check at closing.
198. Refer sellers to one of the best agents at their destination, if applicable.
199. Change MLS status to Sold. Enter sale date and price, selling broker and agent's ID numbers, etc.